

### ABSTRACT OF THE DISCLOSURE

A computer program product for use with a computer system for providing a process for strategy evaluation and optimization, said computer program product  
5 comprising a computer-readable medium of instructions for directing a computer to evaluate data for optimizing strategic options including: (1) data storage means for storing data relating to specific desired outcomes relating to a specific process for an identified customer set; (2) said data storage means further storing data relating to metrics which predict the satisfaction of said desired outcomes; (3) data processing means including  
10 computer program means for quantifying the degree to which each of said metrics predict satisfaction of each of said customer desired outcomes; (4) input means for defining strategic options, each of said strategic options designed to satisfy said customer desired outcomes; (5) data processing means including computer program means for quantifying the degree to which each of said strategic options satisfy said customer desired outcomes; (6) and means for evaluating a plurality of strategic options thus yielding a strategic option which best satisfies said customer desired outcomes.

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